

General Guidelines

AMD's vision is to create a world where the amazing power of AMD technology improves the quality of people's lives. Our mission is to lead through innovative, customer-centric solutions that empower businesses, enhance the digital lifestyle, and bridge the digital divide. This conviction and commitment makes AMD the "smarter choice."

This "smarter choice" perception is effected by all AMD communication vehicles our target audiences come in contact with. That is why it is important to use our identity properly.

The AMD brandmark lockup may only be used in connection with the promotion of AMD products and not for other goods and/or services. Do not modify or re-create the AMD brandmark lockup under any circumstances. Use the artwork provided by Advanced Micro Devices, Inc.



The following information addresses the correct treatment of the AMD brandmark lockup for use in advertising, technical, collateral, and other printed, Web, or visual materials.

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Always use the authorized electronic brandmark lockup artwork provided by AMD.
Authorized artwork can be located on the Web at <http://www.amd.com/logos>.

Using the AMD Brandmark Lockup

The AMD Brandmark Lockup should be used in all materials where the standard AMD Brandmark would normally be used. Some examples include: advertising; print materials, such as brochures or retail point-of-purchase; broadcast and multimedia, such as television commercials or Flash modules; environmental and tradeshow materials, such as banners or posters; Web pages and online banners. While it is encouraged to use the AMD Brandmark Lockup wherever possible, there may be instances where space constraints limit the overall exposure of the AMD Brandmark (e.g.: extreme horizontal applications). In these instances, it is acceptable to use the AMD Brandmark in place of the AMD Brandmark Lockup.

In an instance where use of the AMD Brandmark Lockup negatively effects AMD, AMD partnerships and/or sponsorships in any way – it is acceptable to use the AMD Brandmark in place of the AMD Brandmark Lockup.



The standard AMD Brandmark



The AMD Brandmark Lockup

Tradeshow booth signage and monitor topper using the AMD Brandmark Lockup



AMD Soul book front and back with the AMD Brandmark Lockup

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Authorized artwork can be located on the Web at <http://www.amd.com/logos>.

The AMD Brandmark Lockup

The AMD brandmark lockup, consisting of the AMD logotype, the arrow symbol, and the Smarter Choice tagline in the horizontal configuration, is illustrated to the right. Shown are correct color treatments in positive and reverse. Whenever possible, the AMD brandmark lockup should be presented in its full-color version.

Always use the authorized electronic logo artwork provided by AMD. Authorized artwork can be located on the Web at <http://www.amd.com/logos>.

The following trademark attribution must be used when featuring the AMD brandmark lockup:

AMD, the AMD Arrow logo, and combinations thereof, are trademarks of Advanced Micro Devices, Inc.



Positive Reproduction — Full-Color



Reverse Reproduction — Full-Color



Positive Reproduction — One-Color



Reverse Reproduction — One-Color



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Minimum Size and Staging Requirements

The AMD brandmark lockup is most effective when surrounded by as much open space as possible.

A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the brandmark lockup in all situations.

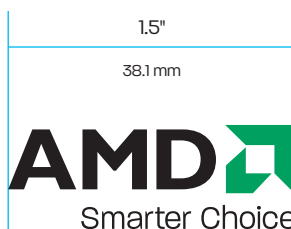
Minimum Size

- For newspaper, the AMD brandmark lockup should never be reproduced at sizes smaller than 1.5" (or 38.1 mm) wide.
- For magazines and other print materials, the AMD brandmark lockup should never be reproduced at sizes smaller than 1" (or 25.4 mm) wide.
- For Web, the AMD brandmark lockup should never be reproduced at sizes smaller than 100 pixels wide.
- For television, the AMD brandmark lockup should never be reproduced at sizes smaller than 4" (or 288 pixels) wide.

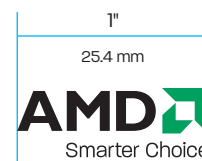
Clear Space Requirements



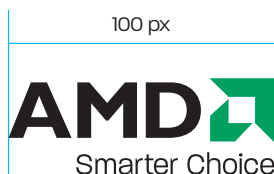
Minimum Size Requirements



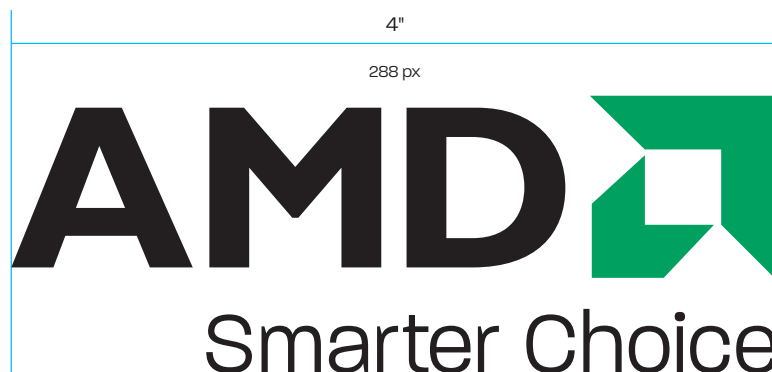
Newspaper



Magazines and other print



Web



Television

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Correct and Incorrect Uses of the AMD Brandmark Lockup

There are four AMD brandmark lockup artwork versions for use in various types of executions, (i.e., placement over white, black, light/dark colors, or photos). Examples of these executions are illustrated to the right. Consider the following points when choosing the most appropriate brandmark lockup version:

- Always use the AMD brandmark lockup version most appropriate for the particular execution to achieve optimal contrast between the brandmark lockup and its background.
- Reverse and black versions of the AMD brandmark lockup are available for use over a photo.
- No graphic element should interfere with the brandmark lockup. Please follow recommended clear space requirements for this logo.

CORRECT Use of the AMD Brandmark Lockup:



INCORRECT Use of the AMD Brandmark Lockup:



DO NOT change the position of the symbol in relation to the logotype.



DO NOT alter the size relationship of the symbol, logotype, and tagline.



DO NOT alter or re-set the lettering in the logotype or tagline.



DO NOT place the brandmark lockup within a holding shape.



DO NOT print the brandmark lockup in unauthorized colors.



DO NOT place the brandmark lockup on a background which does not provide sufficient contrast.



DO NOT alter or re-set the lettering in the logotype or tagline.



DO NOT place the brandmark lockup on a background which does not provide sufficient contrast.



DO NOT position text or graphic elements within the minimum clear space required around the artwork.



DO NOT position graphic elements within the minimum clear space required around the artwork.



DO NOT remove the logotype or the arrow symbol.

Always use the authorized electronic brandmark lockup artwork provided by AMD.
Authorized artwork can be located on the Web at <http://www.amd.com/logos>.

Color Requirements

The color diagram to the right identifies the color of each element of the AMD brandmark lockup. We have provided a color list below that will assist in the correct reproduction of the AMD brandmark lockup in the most commonly-used media formats.

CMYK

(4-color process printing such as: advertisements, marketing collateral, magazines, etc.)

AMD Green = C: 100 M: 0 Y: 79 K: 0

Black = K: 100

Spot Color

(Multi-ink printing such as: business cards, letterhead, etc.)

AMD Green = Pantone 347

Black = Black

RGB

(Electronic representations such as: CD demos, multimedia presentations, etc.)

AMD Green = R: 0 G: 153 B: 102

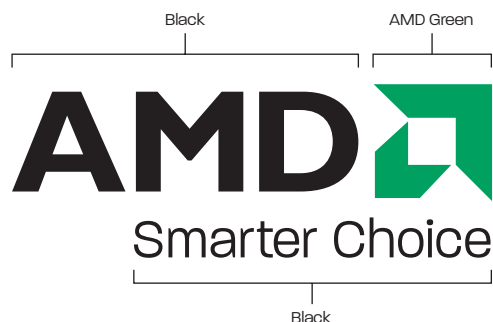
Black = R: 0 G: 0 B: 0

HEX

(Electronic representations such as: Web graphics, Web banners, etc.)

AMD Green = #009966

Black = #000000



Preserving the Integrity of the Brandmark Lockup Design

The AMD brandmark lockup is designed so as to "float" over the selected background. It should be noted that file types other than EPS have inherently predetermined background colors. Authorized AMD brandmark lockup artwork in the form of a JPEG, GIF, or TIFF file will have a "built-in" white or black background. Always place these types of logo versions over backgrounds in like color to avoid the appearance of a solid white or black box encompassing the logo itself.

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Authorized artwork can be located on the Web at <http://www.amd.com/logos>.

Available Formats

For use on white or light colored backgrounds:

40887A_AMDlock_P_4c.eps

Black text with green arrow logo. Four-color process (CMYK) version for traditional printing.

40887A_AMDlock_P_Sp.eps

Black text with green arrow logo. Two-color spot version for specialized printing, e.g., screen printing.

40887A_AMDlock_P_BlK.eps

All black version for limited color printing.

40887A_AMDlock_E_RGB.eps

Black text with green arrow logo. Source file from which GIFs or JPEGs can be customized for electronic use.

40887A_AMDlock_E_RGB.jpg

Black text with green arrow logo. RGB electronic version for on-screen viewing, e.g., PowerPoint presentations.

For use on black or dark colored background:

40887A_AMDlock_P_4cR.eps

White text with green arrow logo. Four-color process (CMYK) version for traditional printing.

40887A_AMDlock_P_SpR.eps

White text with green arrow logo. Two-color spot version for specialized printing, e.g., screen printing.

40887A_AMDlock_P_Wh.eps

All white version for limited color printing.

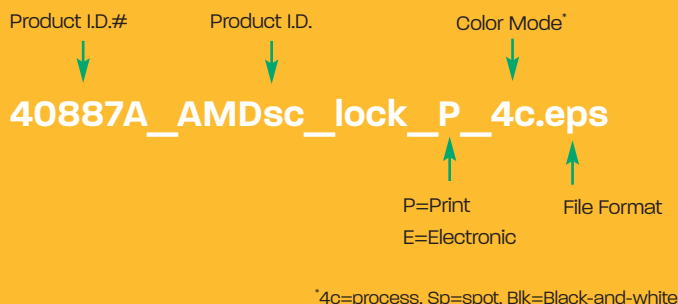
40887A_AMDlock_E_RGBR.eps

White text with green arrow logo. Source file from which GIFs or JPEGs can be customized for electronic use.

40887A_AMDlock_E_RGBR.jpg

White text with green arrow logo. RGB electronic version for on-screen viewing, e.g., PowerPoint presentations.

Key to file naming conventions



Black text with green arrow logo:



White text with green arrow logo:



AMD Brandmark Lockup Usage Guidelines

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Printed Marketing Materials Placement

On the right are samples of the AMD brandmark lockup within AMD print materials.

It is recommended that the brandmark be positioned either in the top left, top right, bottom left, or bottom right portion of print advertising and marketing materials.

“Smarter Choice”, as it appears in the AMD Brandmark Lockup artwork, is a payoff to a fact and information based communications strategy. The words “smart” and “smarter” should only be used in headlines and body copy in the context of a meaningful statement or benefit.

Examples:

Use of Headline/Copy & Lockup (Print)

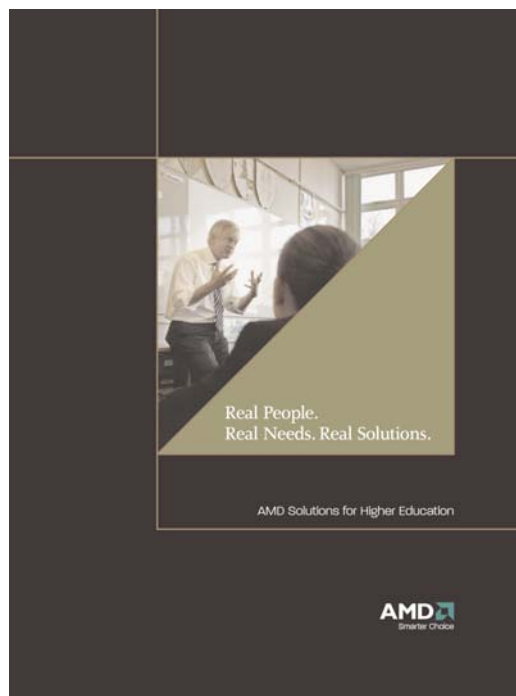
Correct:

Smarter customers demand
smarter technology.



Incorrect:

The Smarter Choice for customers.



Brochure Cover
The AMD Brandmark Lockup is in the lower right area of the page

Processor Comparison Sheet

The AMD Brandmark Lockup is in the upper right corner.

AMD PROCESSOR COMPARISON			AMD Smarter Choice
AMD	Intel	DEFINITION OF FEATURES AND BENEFITS	
Server	Server	AMD64 Technology Designed to enable simultaneous 32- and 64-bit computing with no degradation in performance.	
AMD Opteron™ 800/8000 Series	Intel® Xeon® 2 processor		
	Intel® Xeon® processor MP		
AMD Opteron™ 200/2000 Series	Intel® Xeon® processor		
AMD Opteron™ 100/1000 Series	Intel® Pentium® D processor		
	Intel® Pentium® 4 processor supporting Hyper-Threading technology		
	Intel® Pentium® 4 processor		
Workstation	Workstation	Multi-Core Technology Increased performance without increased power consumption; the ability to boost server capacity without expanding footprints or increasing cooling and power costs; the capacity to meet future needs with today's hardware cycle; and easy upgradability from compatible 32-bit architectures.	
AMD Opteron™ 800/8000 Series	Intel® Xeon® processor		
AMD Opteron™ 200/2000 Series	Intel® Pentium® D processor		
AMD Opteron™ 100/1000 Series	Intel® Pentium® 4 processor supporting Hyper-Threading technology		
	Intel® Pentium® 4 processor		
Desktop	Desktop	Direct Connect Architecture Helps eliminate the bottlenecks inherent in a front-side bus, instead directly connecting the processor, the memory controller, and the I/O to the CPU, improving overall system performance and efficiency.	
AMD Athlon™ 64 FX	Intel® Pentium® 4 processor Extreme Edition supporting Hyper-Threading technology		
AMD Athlon™ 64 X2 Dual-Core	Intel® Core™ 2 Extreme processor		
	Intel® Core™ 2 Duo processor		
	Intel® Core™ Duo processor		
	Intel® Pentium® D processor		
AMD Athlon™ 64	Intel® Pentium® 4 processor supporting Hyper-Threading technology		
	Intel® Pentium® 4 processor		
AMD Sempron™	Intel® Celeron® D processor		
	Intel® Celeron® processor		
Notebook	Notebook	HyperTransport™ Technology Provides a scalable bandwidth interconnect between processors, I/O subsystems, and other chips.	
AMD Turion™ 64 X2 Mobile technology	Intel® Core™ 2 Duo mobile technology		
	Intel® Core™ 2 Duo processor		
AMD Turion™ 64 Mobile technology	Intel® Core™ 2 Duo processor		
	Intel® Pentium® M processor		
Mobile AMD Sempron™	Intel® Celeron® M processor		
		AMD PowerNow™ Technology Intelligently and continuously adjusts a processor's operating frequency and voltage according to the task at hand. One moment it reduces power consumption, while the next it can boost power consumption in response to increased workload demands.	
		Cool'n'Quiet™ Technology Power power savings over on-equipped computers of up to 35 watts, cooler, quieter operation during all but the most demanding tasks, ENERGY STAR® Certificate of Recognition for advancing computer energy efficiency from the U.S. Environmental Protection Agency (EPA).	
		AMD Virtualization™ Slices feature-set enhancements designed to improve the performance, reliability, and security of existing and future virtualization environments. On-scale legacy and modern operating systems, install partitions on the same hard disk or use the same machine for client-facing and business-facing applications.	
		Enhanced Virus Protection (EVP) When combined with Microsoft® Windows® XP Service Pack 2 (SP2), helps prevent damage from certain viruses, worms, and Trojan horses by causing them to become localized, short-lived, and non-contagious.	

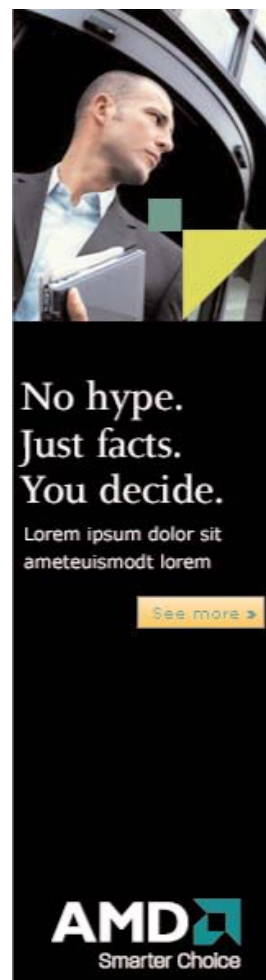
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Interactive Placement

For Web, the AMD brandmark lockup should never be reproduced at sizes smaller than 100 pixels wide.

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Online Banner Ads



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Television Placement

For television, the AMD brandmark lockup should never be reproduced at sizes smaller than 4" (or 288 pixels) wide.

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